

## COMMENTS ON STATEMENT OF REASONS FOR ALLOWANCE

Applicants respectfully object to the statement of reasons for allowance to the extent it may suggest that a given claim requires a feature that is not explicitly required by the claim language.

As one example, Applicants object to the following statement: “It is important to note that the claimed method causes the set of items to be displayed on a referring web site....” Independent claim 38 does not require the set of items to be displayed on a referring web site. In this regard, the relevant portion of claim 38 recites: “causing the set of items to be displayed (a) on the target web site to users who are referred thereto from a referring web site in said subset of referring web sites, *and/or* (b) on a referring web site in said subset of referring web sites.” (Emphasis added.) In view of the recitation “and/or,” this element of claim 38 can be met by, for example, merely causing the set of items to be displayed “(a) on the target web site to users who are referred thereto from a referring web site in said subset of referring web sites.”

Respectfully submitted,

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